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Two-Reel

Comedies

with the World-Famous
Mack Sennett Stars

Mack Sennett

Two-Reel

Girl Comedies

with all the International
Beauties

This Season, Like Last, the Best Comedies Made are Produced under the Pathe Banner and are Distributed in Canada by Regal Films Limited

Here are Four Series of Two-Reel Comedies which will prove Real Box Office Attractions for any Theatre. They are Worthy of Advertising alongside the Biggest Super-Feature.

Ben Turpin

Two-Reel

Comedies

A Series that Places the Great Cross-Eyed Comedian on a Higher Plane Than Ever

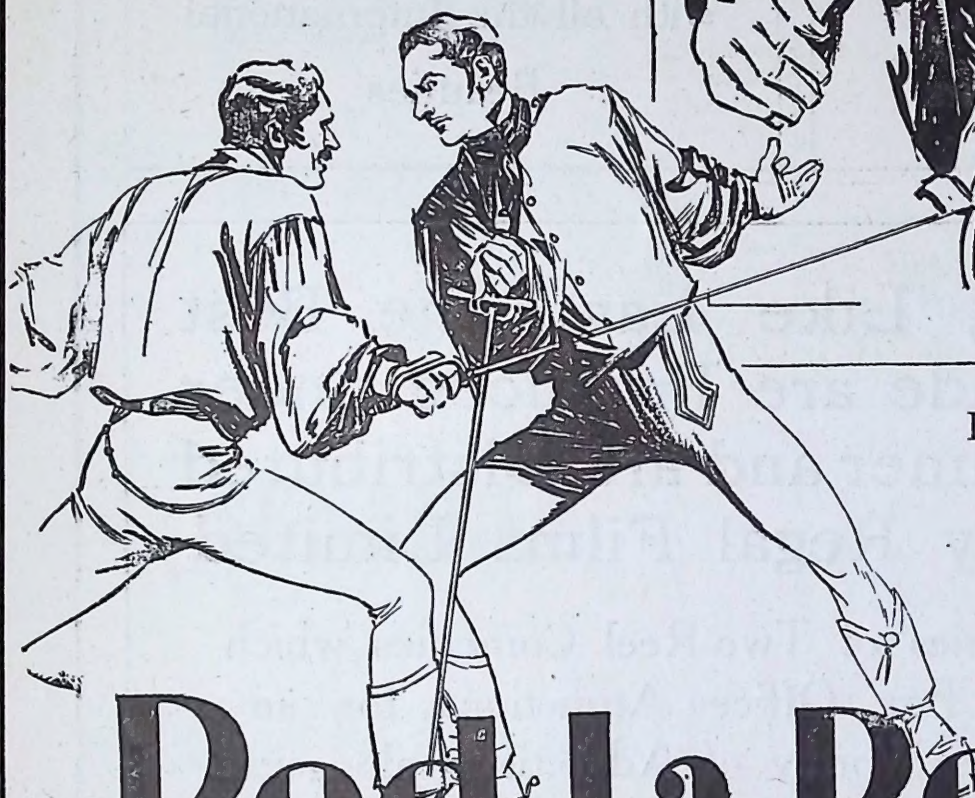
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Comedies

A Series of Screamingly Funny Domestic Tangles Your Patrons will appreciate

A Quick-Fire,
Swift-Moving
Screen Romance
That Will Delight
Every Picture Fan



He Loved a Noble Woman--

His ambition flew to dizzy heights—He was ready to die for France and his Emperor, and—he faced a firing squad serenely, smilingly, his brow uplifted, then—From the hands of the Gods there came—A thrilling, romantic photo-play of Napoleonic days.

Rod La Rocque

"in THE FIGHTING EAGLE"

Flashing blades, lovely women,

gorgeous costumes, heroic men, the field of honor, love, intrigue, drama, thrills, laughs—all are happily blended in this picturesque romance of Imperial France in Napoleon's glorious reign.

With **PHYLLIS HAVER**

Adaptation and Continuity by **DOUGLAS Z. DOTY**
From 'The Adventures of Gerard' by **CONAN DOYLE**
Supervised by **C. GARDNER SULLIVAN**
Directed by **DONALD CRISP**
Produced by **DE MILLE PICTURES CORP.**
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TORONTO, CANADA

September 24th, 1927

Clean Slate for Ontario

SOME TIME AGO a complaint was lodged in a town in Ontario, in connection with a certain film which this complainant deemed unfit for exhibition. The protest was followed by other complaints made to Dr. J. D. Monteith, Provincial Treasurer, and not only condemned this one film, but films generally.

There was a great deal of the usual publicity and Dr. Monteith promised a thorough investigation of the films in Ontario.

Having completed this investigation and other matters pertaining to the Industry of Motion Pictures in our province, Dr. Monteith stated that perhaps nowhere are the frequenters of Motion Picture Theatres more protected against the undesirable than in the Province of Ontario.

We take pleasure in quoting Dr. Monteith's statement in connection with his survey, and congratulate our Industry that it had so fair and unbiased a judge to pass judgment upon it.

"It might be stated," said Dr. Monteith in his report, "that there has been canvassed a wide range of reliable opinions regarding the type of pictures released for picture theatre screens.

"True it is, there exists the occasional film that comes under severe censure, while at the same time others will laud it as a masterpiece, depending largely upon the attitude of the mind of the observer. On the whole, judging from the actual expression of public thought as we get it, it is the belief that our standards are well maintained. Public criticism, of course, is a right and a privilege, so long as it is constructive, helpful and in the spirit of co-operation—then progress will be advanced. As yet we hesitate to claim perfection, but to voice public sentiment as it comes to the department one might assert that much has been accomplished by way of improving films during recent years.

"The aim of the Censor Board will be to so continue along the lines of better and more wholesome films. The desire of the department is to give to the Ontario public, by means of the motion pictures, entertainment, amusement, instruction, education and recreation, void of that which is offensive, repulsive, obscene or harmful. The co-operation of the exchanges in this regard is at all times appreciated.

Praise for Censor Board.

"The Censor Board has been faithful in endeavoring to give efficient public service at all times. There is close and critical censorship, resulting in many rejections, eliminations and alterations. The judgment of the Censor Board may not always coincide with individual thought, one can well understand how varied opinion may be. Many films are rejected and many accepted



RAY LEWIS

forthwith, involving no mental task; but, reflection and fineness of judgment are called to account on films approaching the borderland. Just here is the real work of the Censor Board, whether to reject or accept, whether to cut or eliminate certain sections, how much or how little—having in mind always a wholesome product for public approval.

"The Censor Board thus assumes the responsibility of judging for the public and, generally speaking, their decision is accepted as reliable leadership in the motion picture world.

"The survey might well warrant the assumption that no place in Canada or elsewhere are the moving picture theatregoing people so well safeguarded and protected, and nowhere are films of a higher order or of a less objectionable type. It is hoped the public may thus obtain a fairly accurate conception of the true status of Ontario in the realm of filmdom."

The two films which precipitated the discussion were "Don Juan" and "The Secret Studio." If any man, after viewing "Don Juan" feels like trying "Don Juan's" repertoire, he's a better man than "Gunga Din."

FRIENDSHIP sometimes blinds one in summing up what constitutes a good bet in service, producing pictures, business management, and prize-fighting.

Some of our wisest showmen bet on Dempsey, they saw every quality of a winner in him; and overlooked Tunney's winning points. The editor of The Digest picked Tunney to win because Tunney had the fighting advantages; and The Digest did not permit sentimental reasons to intrude in sizing up the situation.

The Digest picks the "Tunney-Dempsey fight film" as a good bet. The dramatic action in the ten rounds of this championship bout furnishes a succession of picture punches which should provide plenty of thrills.

Do the "high hats" enjoy prize fight pictures? I'll say they do, and prize fights also. Look at the list of social celebrities which attended the championship bout!

You can go as far as you like with the public, the one misdemeanor they will not stand or pay for is boredom. Tex Rickard gives them "Blood," in a prize fight, and they pay heavy and enjoy it. Morris Gest gave them a Madonna in "The Miracle" and they cheerfully paid. Showmanship, that is the answer. It gets the Governor's lady and Rosie O'Grady, "sisters under the skin."

Ray Lewis

Ray Presents

BROADWAY doesn't change, it has not changed in the last fifteen years, save that its centres of activity have shifted.

The actors who told about their hits, reciting their big scenes to other actors, out of a job, the acts telling what a riot they were at Providence, R.I., these have left 34th Street and 42nd Street.

Clustering the Great White Way up to Fiftieth Street we find screen artists and presentation, prologue impresarios, an occasional tenor and soprano, standing in front of the theatres and telling what a hit they are.

This business of talking about yourself on Broadway is done so continuously, so naturally that everyone takes it for granted. It is part of the juvenile spirit which Broadway presents.

STANDING at the corner of 46th Street and Broadway, and taking in the motion picture situation as it presents itself on this street that was dear to the heart of Richard Mansfield, the Drews and the Barrymores, Minnie Madden Fiske, Leslie Carter, Grace George, and that incomparable little artist, Maude Adams, I beheld without moving from my location the following screen presentations:

Ramon Novarro and Norma Shearer in "The Student Prince," The Capitol announcing "The Big Parade"—The electric name of the Roxy and the Rivoli—Richard Barthelmess at the Strand in "The Drop Kick," and this same star at the Globe in "The Patent Leather Kid." Rex Ingram's "Garden of Allah" at the Embassy and Universal's "Les Misérables" at the Central, Cecil De Mille's "King of Kings" — "Wings," the Paramount feature at the Criterion and Norma Talmadge in "Camille" at Loew's State, while Loew's New York advertised two features, the names of which I could not see.

THE DRAMATIC offerings are presented in theatres on the side streets, for the Screen rules as Monarch of Broadway.

Watching the crowd, the lights, the various window dressings, theatre fronts, the sales of novelties, I thought

of a circus and its midway, in a rube town, for the hilarity of the crowds regardless of their age; and the way Broadway dresses up and "makes faces" to attract them, makes one conclude that Broadway is the easiest place to amuse and please.

EARLE HAMMONS, President of Educational Films, sends his regards to Canada. Mr. Hammons feels a very close alliance with our country through his Hudson Bay association and the British Gaumont Ideal merger also. The 1928 annual Educational Convention comes to Montreal.

Harry Warner always greets me with "Hello, Canada." Mr. Warner looks like a two-year old, full of "pep" and that endless vitality of activity. He will visit Toronto next week. He thinks that Dempsey is a great fighter and that the crown is his. I placed all my fighting money on Tunney, so I could not challenge his confidence by making him bet. Incidentally, my nickels would not look good to Harry; and not so incidentally, but on purpose, Mr. Warner finished his fight oration by telling me to bet on Warner Bros. Winners.

THE STUDENT PRINCE, in "Old Heidelberg" which opened at the Astor with Ramon Novarro and Norma Shearer, last Wednesday evening, has all the charm of the operetta, its joyousness, its merry abandonment; and the pathos of its broken love dream more clearly defined.

Ernst Lubitsch, who directed this Metro-Goldwyn-Mayer production, caught the old German and Viennese spirit which made Lubitsch a great name upon the American screen.

RAMON NOVARRO, as "The Student Prince" entered into the college spirit of "Old Heidelberg" and won from his audience the necessary response and sympathy which the hero of the operetta so successfully captured.

NORMA SHEARER, was fresh, unaffected, graceful and sincere in her performance, while the work of Otis Harlan as Dr. Juttner was a most outstanding contribution.

Metro-Goldwyn-Mayer have another Broadway hit, for "The Student Prince" will have its run; and audiences will await its premiere across the United States and in Canada, in every city and burg in which one of the companies of the operetta appeared.

THE MUSIC which threads through the pictures is familiar to its audiences, and all around one, at the Astor, one heard voices lilting the melodious strains. The beer of "Old

Heidelberg," which was a feature of its festivities looked so satisfying that everybody developed a Beery Thirst, not Wallace Beery, but lager beer. Thank goodness that I am again in a country where you can talk about drinking beer, without introducing your "Bootlegger."

Prince Rupert B.C. To Have Impressive Theatre

Architects Instructed to Make Plan for a \$90,000 Building.

The Prince Rupert Amusement Company have instructed Messrs. McCarter and Nairns, architects, to make their plans for a \$90,000 theatre building at Prince Rupert, B.C.

Col. S. P. Mordie, representing the Prince Rupert Amusement Company visited the city to inspect the plans, and designs of the building which will shortly be completed.

The theatre building will occupy the corner of 2nd Avenue and 6th Street. The building will be of reinforced concrete and most modern in equipment and detail. Measurements 60 x 140 feet. The orchestra, or main auditorium, will seat 625, while the balcony will seat 350. The entrance will be centre, two stores about 45 feet in width to the left and right of the theatre's entrance.

The stage will be equipped to present the attractions of the smaller travelling companies. Special lighting features will be introduced.

Made-In-Manitoba Week Has Motion Picture Support

The "Made-in-Manitoba" campaign to be held the week of Oct. 17th, to the 22nd, inclusive will have the support of the Moving Picture Association of Manitoba.

Exhibitors will show slides beginning the week of Oct. 10th. G. P. Law, Secretary of the Managers Association, received the commendation of R. S. Carey, Secretary of Manitoba's Industrial Campaign on the Motion Picture co-operation.

New Theatre, Assiniboia, Sask., Is Nearing Completion

The new theatre at Assiniboia, Sask., is in the course of construction. Alex. Ferguson of Moose Jaw was given the contract. The building will be 40 x 12 ft. of brick and tile and modern in every detail.

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MacLean's Magazine Publishes Fred Jacob New Reel Article Demanding Canadianism

The Maclean Magazine published the following article called, "Some Candid Canadianisms," covering News Reels as they are interesting to Canada.

Some Candid Canadianisms.

It seems to me that the men who compile the news reels for Canada fail to realize that this is not the United States. Do they know why it is that the citizens of this country buy Canadian newspapers and not American ones? It is because the news that seems important to a Canadian does not always interest a citizen of the United States, and vice versa. That does not indicate a superiority or inferiority anywhere, but merely a difference in nationality. But the makers of the news reels are conscious of no such distinctions. Any amount of news that will interest an American, but not a Canadian is featured for our benefit. We are shown the full details of a boat race in which United States colleges are the competitors, and we are even expected to applaud the marble playing champions of Pittsburgh and Kansas City. Who, in Canada, wants to see them? We are expected to waste our time looking at Miss California or Miss Maryland in bathing suits, and they are not much to look at even in bathing suits. It would be possible to find parallel items to photograph in the Canadian news, but we are forced to think that all the important things happen elsewhere. We have any number of national events that never get into the pictured news, and we have our own national championships in games, in tennis, golf, lacrosse and hockey. Why are not these depicted for us on the screen? Two weeks ago, we went through one of the most important national events of our history, but the only picture that I have seen of it in the screen news showed the United States aviators in the air above Ottawa.

It is time that something was done to draw the attention of the Canadian movie magnates to this condition of affairs. The news reels are frequently the saving grace of the show, when the comedies are not comic and the features so much bilge. But the news reels are badly in need of editing. Let us have European, Asiatic and United States items of international interest, and then something more about our own country's doings. There must be someone in control of the Canadian movies who knows what national feeling is. If not, it is high time there was.—Fred Jacob in *Toronto Mail and Empire*.

I do not know whether Mr. Jacob has noticed that we are getting fifty

per cent more Canadian and British events in our News Reels than exhibited last year. I am glad to hear Mr. Jacob emphasize the interest which News Reels contain. We have been boosting News Reels for a long time; and wonder how any theatre can do without them. It might be interesting for Mr. Jacob to delve further into the subject of News Reels and perhaps he may discover the handicaps, governing duty, customs and otherwise with which the producers of News Reel are afflicted.

Time is a very great factor in the life of a News Reel. Any subject matter for News Reels over two weeks old is dead as a dead herring.

By the time the News Reel events taken in Canada, become incorporated with the News Reel issued by the producers, the time which elapses in sending the negative here and back to its source, the duty costs involved makes us wonder that we get as many News Reels as we do; and that they contain the amount of Canadian news which they do.

All companies producing News Reels have their men stationed in Canada. The cost of getting events is heavy, for Canada covers considerable territory and there are plenty of open spaces. News Reels in Canada have not yet proved a profitable investment for their producers. Incidentally, why should we not be interested in events outside of our own country? Any competitive race is interesting whether it represents Americans, Japs, Germans, French, Italians. I hope that being good Canadians, and boosters for Canada, will not make us susceptible to the "Canadian Disease."—EDITOR.

Lady Cowan Lecturing For British Films

Sir Henry and Lady Cowan, and their daughter Miss Jean Cowan, of London, England, are making a coast to coast trip to Canada.

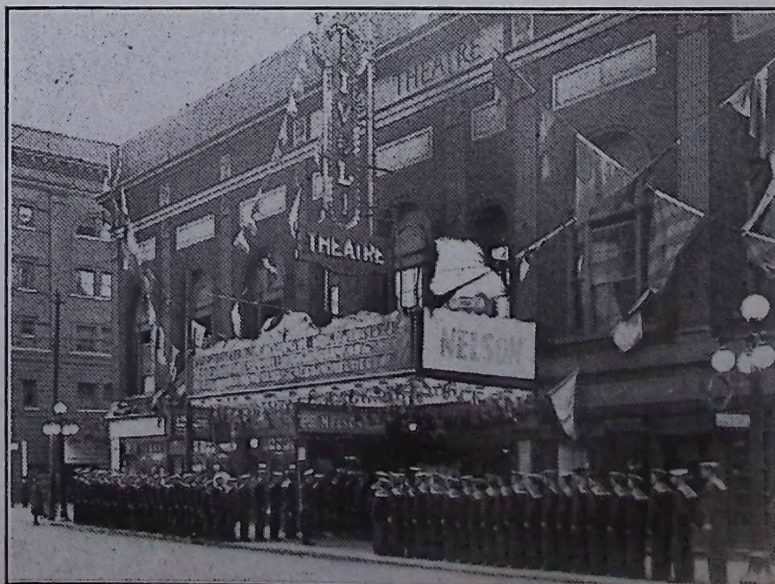
Lady Cowan in the capacity of a distinguished advance press agent for British Films. Her lectures and interviews to the press mainly directed in establishing a British Film Market.

Lady Cowan proceeds to New Zealand, Australia and returns to London by the East, through Ceylon, the Malay States and Cairo.

To secure the co-operation of patriotic organizations in the overseas Dominions is the purpose of Lady Cowan, for it is now conceded that the support of British Empire Films will relate itself to inter-Empire problems.

British film committees will be formed from all societies throughout Canada in affiliation with similar societies established throughout the British Empire, the Parent Society in London, England. The London committee is largely responsible for the introduction of the quota issue in London, England.

Lady Cowan brings with her a letter urging support signed by Mr. Jessop, National Constitution Defence Movement; Mr. A. H. Bannister, Secretary of the Industrial Peace Union of the British Empire; Col. D. H. Lawrence, National Citizen's Union; Commander Denny, the Navy League; Mr. Percy Nash, British Association of Film Directors; Mr. Reginald Nelson, the British Empire Union; Mrs. M. C. Waddell, the Women's Guild of Empire, and Mr. A. Rassam, British Controlled Films, Limited.



Scene showing a group of boys from the Toronto Sea Cadet Corp entering the Tivoli, Toronto, during the showing of "Nelson," a British production.

Ontario Press Favors Removal of Tax Hopes Government Will Follow Up Present Reduction With Elimination.

The Ontario press are giving voice to the removal of what has been termed the "Nuisance Tax" by the people, but which is called the Amusement Tax by the Government of Ontario. Before the introduction of the gasoline tax, Col. Price, who was then Provincial Treasurer stated that he hoped to see the elimination of the Amusement Tax, the revenue from which would be replaced by the gasoline tax.

The gasoline tax was imposed and added to this goodly revenue. Ontario will now grow richer in revenue through the introduction of Government control. Surely it is not a lack of funds which keeps this war time tax with us now.

November sees the reduction of the tax on admission up to and including twenty-five cents, but since the majority of our theatres catering to the largest percentage of picture audiences charge over 25c, no substantial relief is apparent.

The following editorials reveal the sentiment of the people of Ontario towards this tax:

THE AMUSEMENT TAX

"Taking a leaf out of Mr. Robb's Ottawa book the provincial treasurer of Ontario announces that the amusement tax on all admissions of 25 cents and under will be abolished from November 1. The present tax remains when a ticket costs more than 25 cents. Exemptions are continued also on tickets sold for entertainments of a charitable, religious or patriotic nature. A major portion of the gross proceeds from such entertainments must go to the objects mentioned, however, if the exemption is to be enjoyed. Based on 1926 figures, the change in the law just announced is expected to save the public half a million dollars.

The amusement tax is one of the so-called nuisance group. It is rather annoying and cumbersome for theatre proprietors and others, but, from a public standpoint, works out easily enough. The amount paid, in most cases, is small and as the average person only visits the theatre or takes in an entertainment occasionally the levy is not a burdensome one. In any event it is a much fairer proposition than the income tax, which, for one reason or another, often penalizes the man who can least afford to pay and allows someone else in much better circumstances to escape."

(Border Cities Star, Windsor, Ont.)

THE AMUSEMENT TAX

"The announcement that after November 1 no Provincial amusement tax will be

charged on tickets costing 25c or less will be popular.

"This tax, a heritage of the war, has been in a good many instances a nuisance, and there is general satisfaction that it is being eliminated in the case of small admission charges.

"It is hoped that before long the Provincial Government will see its way clear to do away with this levy altogether; certainly it should not be collected from amateur sporting events and similar entertainment.

"The application of the tax to football games, baseball fixtures and other contests of this nature in small centres where the admission charge is low has been more irritating than profitable and the 25c exemption will be received with decided satisfaction by athletic clubs and those responsible for the collection of the tax.

"The present cut would be even more appreciated if it could be regarded as the first step in a policy of complete elimination of this form of raising Provincial revenue."

(Examiner, Peterborough, Ont.)

Capitol, Montreal, to Introduce New Spectacular Policy

The Capitol of Montreal introduced its new policy Sept. 18th. In addition to the feature a program of entertainment included spectacular acts of a high-class type secured from the U.S. and from Europe. The policy will follow that of the Paul Ashe Theatre of Chicago.

Orpheum, Prince Albert, Sask., To Be Enlarged

The Orpheum Theatre, Prince Albert, Sask., is to be enlarged to provide a seating capacity of 900. A full stage is included in the alteration.

TUNNEY-DEMPSEY
HEAVY-WEIGHT
CHAMPIONSHIP BOUT
FILM RELEASED SEPT. 24TH

American Mercury Broadcasts "Mad Movie Money" Article

Welford Beaton's "Mad Movie Money" editorial in The American Mercury, and George Jean Nathan's articles have certainly circulated in Canada if one is to judge the editorial comments made in Canada's press.

Since the articles show the "wasteful incompetence" of those in control of production, we would not say that this is good Motion Picture publicity.

Famous Theatres Celebrate Canada's Diamond Jubilee

One hundred and eighteen theatres celebrated Canada's Diamond Jubilee of Confederation with fitting ceremonies and presentations.

Fail to Crack Safe At Bedford, Toronto

Robbers failed to get \$500.00 which was in the Bedford Theatre's safe on Yonge Street. The combination and knob of the safe was smashed, but the safe undisturbed. It is thought that these safe-breakers were not thorough-breds at the work.

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Picture Promoters Charged with Fraud

Jack Anderson, Fay M. Lear, of National Cinema Syndicate,
Appear Before Magistrate H. C. Shaw, Vancouver.

Jack Anderson and Fay M. Lear, promoters of the National Cinema Syndicate, appeared before Magistrate H. C. Shaw at the Vancouver Police Court, charged with conspiracy to defraud the public, it is alleged. Trial is proceeding.

The accused stated that the Syndicate was supported by a \$1,000,000 British capital and had obtained the services of a cinema director of royal blood and international fame.

Count Nils Olaf Chrisander, the director in question, was stated to be the cousin of the King of Sweden, so testified a Mrs. Chippendale, a Vancouver resident, who had become interested in the venture.

This same Mrs. Chippendale further testified that she was told by a Mr. Anderson that the company had raised a million dollars in England and would begin producing activities at Vancouver as soon as Vancouver investors invested \$50,000.

The English capital was represented by a Mr. Vaughan, who, however, was in reality Sir John Vaughan.

Chrisander was reported as having a large estate in Denmark and represented as a man of high ideals.

Mrs. Chippendale testified that she received her introduction to the promoters through G. W. Schell. Messrs. Anderson, Vaughan and Schell came to her home to explain the proposition and her part in the project was to use her influence in the various women's organizations to which she belonged. She introduced the promoters to several members of her church. As part of her recompense her son was to be starved and presented as a second "Jackie Coogan."

Later Mrs. Chippendale met Lear and paid him \$50.00 on account for the purchase of shares. She became suspicious and demanded the return of her money. Lear had torn up her duplicate contract, but she obtained a promissory note from Schell, who paid \$10.00 on account.

Oscar Oir, city prosecutor entered several documents as exhibits to show that various names, such as "First National Cinema Syndicate, Ltd.," and "National Cinema Studios, Ltd.," were used by the promoters.

Judgment has not been passed upon the promoters, the trial is still pro-

ceeding and they are innocent of attempt to defraud until proven guilty. But imagine getting \$50.00 from a woman and promising to make her son a "Jackie Coogan" and when the woman asks for the return of her money, these million dollar spielers can only produce ten dollars and give a promissory note for the other forty.

If these are the methods of picture promotion in Canada, they will not get over. Canada has been "stung" pictorially, as we say, several times; and Canada has not enough people and spare cash, nor the class of promoters who can forget either their losses, or the fact that they were "stung."

Casual investors in Motion Picture production in Canada must come from that class of people who have read about the millions made in Hollywood and these are generally "the innocents" who make a loud noise when they lose fifty dollars, much more noise than the person does who loses fifty thousand in a similar venture.

But your fifty thousand dollar producing picture investor in Canada, or elsewhere has no reason to be a "cry-baby" if he lends his finance to a project he has not properly invested. Meanwhile those who are seriously endeavoring to promote producing film activities in Canada should be protected from the depredations of "easy money getters."

Solid picture enterprise in Canada should not be given a "black eye" by the "get-rich-quick Wallingford class" and The Digest proposes to expose any evidence which it may have at its disposal in connection with Motion Picture promotion in Canada, which properly investigated does not look good. Any promoter coming into Canada, and finding it necessary to get \$50.00 from a woman by promising to make her son a "Jackie Coogan" is bound to surround himself with a kind of suspicion which could precipitate an investigation.

Incidentally other promoters who talk million dollar propositions and cannot pay a debt of \$100.00 which they owe for two years, should step out of the million dollar class and gather together enough "chicken feed" to pay their debts before they go after million dollar propositions.

If an American company had done as much stalling, the debt owed would have been secured through the usual procedure governing such matters, but since this company is doing, or talking I should say, the patriotic British Film talk, there has been a

desire to give them a long chance. But even the patience of a woman wears out when these "pikers" begin to talk millions, "and how Canada must have her chance against the American Film Monopoly."

Bunk, get down to the main issue. Produce the goods. Make good and Canada will make good financially, giving her money to any legitimate project.

—RAY LEWIS.

Last Minute News

D. P. MacDonald of Sydney, N. S., stopped over at Moncton, N. B., and expressed his admiration of that city's fine theatres. Manager Winter of the Capitol surprised his visitor by informing him Moncton has three theatres including the Capitol with a seating capacity of 1,400.

Alderman Vailancourt asks for the dismissal of a civic employee who testified before Justice Boyer that some of the aldermen hampered him in his inspection of theatres and motion picture houses.

Bert Mason of Fox News took motion pictures of the harbor at Glace Bay, N.B.

The combine-harvester will exhibit how it handles its grain through the motion picture which will be utilized in motor classes at the Tenth Annual Advance-Rumely Power Farming Schools.

The Brock Theatre of Brockville, Ont., recently celebrated its seventh anniversary.

Hamilton United Theatres Limited recently declared a dividend of 3½ per cent on the preferred shares of the company payable Sept. 30th.

Griffins Theatre at Woodstock, Ont., is to introduce a concert orchestra for the new season. A costly musical library has been acquired including the music scores as arranged by well-known composers for the big features.

The London reaction to war films calls the British production of "Mons" inadequate as history and lacking in story. "The Big Parade" all story and practically no history. "What Price Glory" rings true in feeling, so states B. Hearn-den, in a special article to the Toronto Star Weekly, from London.

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TORONTO THEATRES

REGENT — "What Price Glory," with Victor McLaglen, Dolores Del Rio, and Edmund Lowe. Class A. Third week, and doing excellent business. Creating much talk, and has made a very favorable impression upon the theatregoers of Toronto.

UPTOWN — "Loves of Carmen," with Dolores Del Rio and Victor McLaglen—Fox. Class B plus. A beautiful, romantic tale of old Spain. Dolores Del Rio, as Carmen, is most enticing and fascinating. Victor McLaglen, as the greatest bull-fighter, does excellent work, and the supporting cast helps to make this feature most entertaining. Dolores, as a cigar-maker in a factory, is the cause of the downfall of Don Jose (Don Alvarado), a young officer, who loves her ardently, but his affections are not returned. Carmen tries very hard to "make" the bull-fighter, whom she eventually wins, but on the day of the great bull-fight, Don Jose returns, and takes the life of Carmen. It is beautifully photographed, and well directed by Raoul Walsh.

TIVOLI — "Metropolis," All Star cast—Paramount-U.F.A. Class A. Second week, and doing big business.

SHEA'S HIPPODROME — "Silk Stockings," with Laura La Plante—Universal. Class B. A light comedy, but quite entertaining. Sparkling Laura as a loving wife, who doesn't want her husband to know how much she loves him, is always quarrelling with him, and her quarrels eventually lead her to the divorce courts. There is a great kick in the scene which shows the wife trying to get her husband back. She is found in his bedroom, at a summer resort, she claims that he has compromised her, and must take her back again. What's a poor fellow to do? It is sure to register, and divorced wives here's an idea!

LOEW'S — "Rolled Stockings, with Louise Brooks and James Hall — Paramount. Class B. A feature for the younger crowd, giving them what the flappers "crave." College boys, fraternity dances, boat races,

and all that goes to make this particular kind of a feature entertaining. Louise Brooks, as the heroine, does good work. She is loved by two brothers, the elder, James Hall, and the younger, Richard Arlen. Both have matrimonial designs upon her. Louise accepts the eldest. The younger brother, who is an athlete, drowns his sorrow at a night club, preceding the day he is to do his stunt as a rower in a boat race. The elder brother follows him, and a big fight follows. The feature provides plenty of action, and some thrills.

PANTAGES — "The Blood Ship," with Hobart Bosworth, Jacqueline Logan and Richard Arlen—Columbia. Class A. "The Blood Ship" is a great boost for the whole independent market, again proving that box-office winners are not confined to National Advertisers. Those who cannot afford such a luxury, sticking to their Trade Papers, do not suffer for a lack of ideas in either making good pictures, or putting them over. To say that the "Blood Ship" is a sea-thriller hard to beat, or equal, sounds like saying a great deal, but we can say it; and we do say it. It is full of "blood," which interpreted in our language means "guts"; and still further refined down for the public gets to them in the form of suspense, thrills, and heart interest. The story is probable, the direction excellent and the settings and accessories most adequate. The marine shots are wonders and the cast Class A. Hobart Bosworth as the hero, a middle-aged man, who has endured torments at the hands of a rascally captain, registers a magnificent bit of work. Jacqueline Logan makes an appealing heroine. Richard Arlen, her sweetheart, was also convincing. The captain, "Walter James," must be a reincarnation of Captain Kidd's pirate crew all born in this one captain. George B. Seitz directed and kept his interest and suspense so excellently involved that no one could guess what was going to happen. The screen story adapted from a story by Norman Springer.

Neighborhood Theatres

PALACE — "Circus Ace," with Tom Mix. "After Midnight," with Norma Shearer — Metro-Goldwyn-Mayer.

COLLEGE — "Naughty But Nice," with Colleen Moore—First Nation-

al. "The Frontiersman," with an All Star Cast — Metro-Goldwyn-Mayer.

BEACH — "Old San Francisco," with Dolores Costello—Warner.

CAPITOL — "Old San Francisco," with Dolores Costello — Warner. "Nelson," an All Star Cast — British feature — Regal.

ALHAMBRA — "Circus Ace," with Tom Mix—Fox. "Paid To Love," with Virginia Valli—Fox.

PARKDALE — "Nelson," with an All Star Cast—British Regal. "Paid To Love," with Virginia Valli — Fox.

OAKWOOD — "After Midnight," with Norma Shearer—Metro-Goldwyn - Mayer. "Singed," with Blanche Sweet—Fox.

BELSIZE — "Naughty But Nice," with Colleen Moore—First National. "Bugle Call," with Jackie Coogan—Metro-Goldwyn-Mayer.

YORK — "The Flag Lieutenant," with an All Star Cast—British Regal. "Framed," with Milton Sills—First National.

CHRISTIE — "The Unknown," with Lon Chaney — Metro-Goldwyn-Mayer.

DANFORTH — "Bitter Apples," with Monte Blue—Warner.

BEAVER — "Dance Magic," with Pauline Stark and Ben Lyon — First National.

Hamilton Comes Into

The Screen's Limelight

Hamilton, Ont., will soon become screen famous, not in vain was this beautiful city in Ontario ambitious for success.

George E. Patton, director of Ontario's Government Motion Picture Bureau, in company at a luncheon at the Connaught Hotel, with members of the joint publicity committee. T. W. Jutten, M.L.A., George Rutherford of the Provincial Motion Picture Bureau, C. W. Kirkpatrick of Hamilton's Publicity Department have collaborated in a story of Hamilton's development since the first white man appeared there.

The story will be divided into two groups, historical and general and the industrial. Shooting of scenes are already in progress.

TUNNEY-DEMPSEY
• HEAVY-WEIGHT •
CHAMPIONSHIP BOUT
FILM RELEASED SEPT. 24th

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NEW STRAND OPENS AT KAMLOOPS, B.C.

The New Strand, on Victoria St., Kamloops, B.C., opened its doors to a packed house. Manager Wetherell welcomed his patrons with a genial cordiality.

Joan Crawford and Owen Moore in "The Taxi Dancer" was the opening feature. International News Reel, and a Mack Sennett comedy, "Smith's Customers," in addition to some vaudeville numbers completed the show.

Good music and lighting are two features of the new theatre and the innovations introduced in its reconstruction.

Edmonton Bans Children Under Sixteen From Theatres

Because of the Infantile Paralysis epidemic, the health board at Edmonton, Alberta, banned children under sixteen from attending theatres. Exhibitors endeavored to have the order modified so as to permit the attendance of children providing they were accompanied by a parent, or guardian. The authorities, however, did not accede to their request and the exhibitors saw the wisdom in the argument of the health board which is desirous of preventing the grouping of children, lest one affected might spread the dread disease. "Business as usual" is the slogan of managers and full shows are being given. Nine deaths have occurred and over seventy cases have been reported. Schools have been closed, but opened September 12th.

Montreal Herald Comments Upon Star Salaries

The Montreal Herald had an editorial called "Are Film Stars Overpaid?" The writer believes that even should the producers unite to keep down salaries, some producer will break through the agreement when a long list of box-office names become available. The article also emphasizes the fact that some stars have become successful producers. In considering the million dollar star salaries, the editorial states that such payment for services is exorbitant, but when prize fighters are getting millions as long as the public are willing to pay, why should the producers complain. Dividends on investment should show whether the public pays.

Tivoli, Toronto Changes Policy

Mr. Tom Daley, manager of the Tivoli, Toronto, has made it known that his program will change on Saturday, instead of Monday. The new order has gone into effect this week.



Dorothy Sebastian playing opposite Tim McCoy in "Wyoming," for M-G-M.

Russell Theatre, Ottawa Not In Hotel Scheme

The Digest published an article stating that the Russell Theatre, Ottawa, would be demolished as part of a plan to erect a hotel on the present property. We understand from the manager of this theatre, Mr. Maley, that the new hotel does not take in the theatre property, and that the theatre will be as usual, open for business.

Bernstein of Loew's Toronto Receives Promotion

Toronto is shortly to lose one of its best known theatrical men in the person of Mr. Jules Bernstein, affectionately called "Bernie," who has been the manager of Loew's Yonge Street for the past fourteen years.

Mr. Bernstein leaves Toronto for New York where he will occupy an executive position in the Loew Organization.

For a period of two months, however, Mr. Bernstein will assume the supervision of three picture houses in Baltimore.

Mr. Bernstein's promotion is a well deserved one, although we are sorry to lose him. Showmen of "Bernie's" type are not so easily found and "Bernie" took to Toronto like a native-born Canuck.

"Through the Barbed Wire"

"Through the Barbed Wire" is to be the name of a Canadian-made war film if plans are carried out. Toronto veterans to take part, Jack Carroll of Jack Carroll Film Productions, and W. G. Crosby, production manager, registered at the King Edward.

Mr. Carroll was with the 75th Battalion, which left Toronto for overseas. Henry B. Walthall, Florence Turner, Carol Dore, Jack D'Onise and Earl Kenyon are the principals in the cast.

SHORT TALKS

ON

SHORT FEATURES

Short Feature Show

Recently we viewed a program of short subjects which afforded a complete show in itself. The program consisted of a group of Educational Pictures presented by Mr. E. W. Hammons at a private exhibition in Wurlitzer Auditorium, New York City. This exhibition came to us as renewed evidence of the splendor of entertainment which short subjects, of good quality and proper selection, afford. This program as presented by Mr. Hammons was a thoroughly good show—so good that we believe it would be able to contend successfully against the usual type of program offered by leading picture theatres.

This program had in a full measure the extremely valuable element of variety. From the opening cartoon novelty to the closing two-reel comedy the program moved swiftly, without limp or pause. It contained a lot of unfailing comedy, together with considerable material of general interest. It would have offered stiff competition to any average program of the usual kind and we have seen many programs built around even so-called specials which afforded considerably less real entertainment.

This exhibition also impressed us with the very fine progress that is being made in the betterment of short subject quality. The pictures individually and collectively reflect much credit upon the producers and upon the distributor.

EXHIBITORS HERALD.

E. W. Hammons
President

EDUCATIONAL

FILM EXCHANGES, Inc.

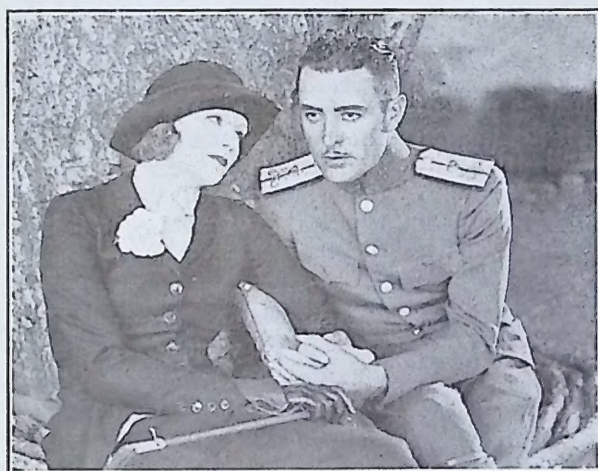




Scene from "The First Auto," starring Barney Oldfield, and released through Warner Bros.



Florence Gilbert, appearing in Fox productions.



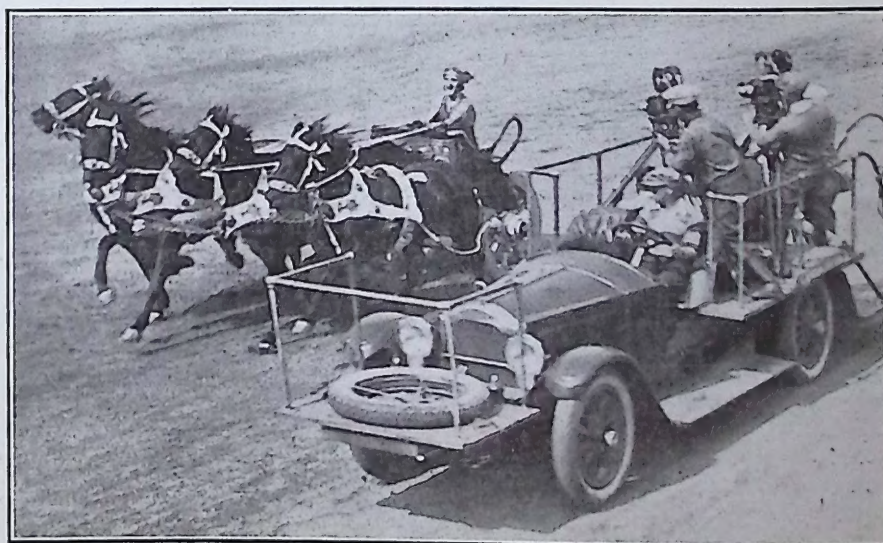
John Gilbert and exotic Greta Garbo, in a scene from "Love," adapted from Tolstoi's "Anna Karenina," and being released through Metro-Goldwyn-Mayer.



First National's "Rose of the Golden West," starring Mary Astor and Gilbert Roland.



Beautiful Norma Shearer, who is co-starring in "The Student Prince" with Ramon Novarro, for Metro-Goldwyn-Mayer.



Francis X. Bushman as "Messala," in a scene taken from "Ben-Hur," Metro-Goldwyn-Mayer's mighty feature.

Theatre

Decoration

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"A WOMAN IN PAWN" NEW BRITISH RELEASE

The full cast of "A Woman in Pawn," a film adaptation of Frank Stayton's Criterion play, "In Pawn," which is now being produced by Edwin Greenwood at the Gaumont Studio at Shepherd's Bush, is now available.

The principal players are John Stuart, Gladys Jennings, Chili Boucher, Lauderdale Maitland, Tarva Penner, Karen Petersen and Evelyn Taylor.

Allan Dwan and Bride Visitors at Windsor

Allan Dwan and Mrs. Dwan, formerly Marie Shelton, visited Mr. and Mrs. Phil Wood at their summer home, Lake Shore, Windsor, Ont.

Mr. Dwan left for New York to superintend details in connection with his latest picture, "East Side, West Side," starring George O'Brien and Virginia Valli.

Keith's Theatre Closes Tribute To Marcus Loew

During the time of the funeral of Marcus Loew, head of the great chain of theatres, Thursday afternoon, September 8, the B. F. Keith Theatre in Ottawa, Ontario, was closed for one hour as a token of respect. This arrangement was made by Manager J. M. Franklin, who acquired the big theatre in the Canadian Capital from Loew interests in behalf of the Keith-Albee organization just three years ago.

Marcus Loew himself attended the opening of the Ottawa house seven years ago when it was called Loew's Ottawa Theatre. He appeared on the stage and made a short speech of dedication.

PROJECTION

By GUY E. McALLAN

On certain projection machines where the drive is through a friction disc trouble is experienced by the fibre pinion on the end of the motor drive-shaft wearing into bumps. This makes it not only noisy but very hard to keep in proper adjustment as regards tension with the friction disc, it can be cured as follows: obtain a flat file—one of the type known as a mill file which is flat and has a rather fine cut. Back off the friction disc so that it does not drive projector and start motor, then by carefully holding file against surface of drive-pinion it will be "trued up."

* * *

Projectionists and managers should be very careful in buying second-hand projection or stereoptican lenses as they are sometimes faked. The writer knew a manager who bought a real imported lens for his projector from a second hand firm to find out later that it consisted of a lens from a magic lantern worth about a dollar mounted in a projection lens jacket.

* * *

A good belt dressing for flat leather belts used on some model projection machines: Tallow 2 parts, Neat's foot oil 1 part, mix together and use once a month.

* * *

ABERATION — The bringing to different points of focus of light rays emanating from one and the same point by a lens. In projection it may consist of two kinds, chromatic and spherical.

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Frank T. Daugherty Assistant To Randolph Bartlett At F.B.O.

Frank T. Daugherty, well known title-writer, has just been appointed assistant to Randolph Bartlett, film and title editor at F.B.O., according to an announcement from William Le Baron, vice-president in charge of production.

Prior to his affiliation with F. B. O. Daugherty was associated with M.-G.-M. where he worked on "Demi-Bride," "Frisco Sally Levy," "The Bugle Call," and others. He worked on "Rolled Stockings" for Paramount. At F.B.O., he aided in titling "Shanhaied," a Ralph Ince production, and "The Boy Rider," starring Buzz Barton. At present he is engaged on the titles of another Ince picture, "South Sea Love" and on Buzz Barton's "The Slingshot Kid."

Galvin, Ottawa, Re-opens

After being closed for several weeks, the Galvin Theatre, Ottawa, formerly the Family Theatre, was reopened recently with a reconstructed entrance, new mezzanine floor and other improvements. John Galvin heads the company.

Famous Dahlia Named After Hal Roach Player

Ellinor Vanderveer, who appears in many Hal Roach-Metro-Goldwyn-Mayer comedies now has the distinction of having named after her the famous: Ellinor Vanderveer dahlia, familiar to all flower lovers, which has captured countless prizes at national floral exhibitions. This is entirely as it should be, think we, because Miss Vanderveer is a little lady of flower-like beauty and charm.

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Round About the Studios

King Vidor's next picture will also be Marion Davies' new starring vehicle, according to an important announcement made recently by Metro-Goldwyn-Mayer.

"The Patsy," which registered two seasons ago as one of the outstanding hits of the New York stage, is to be transferred to the screen with the director of "The Big Parade" wielding the megaphone.

How the Royal Northwest Mounted Police ever catch any criminals, considering the uniforms they wear, is a problem troubling Renee Adoree during the filming of "Rose Marie" for Metro-Goldwyn-Mayer. During most of the scenes in this picture Miss Adoree wears the heavy coat, belt, boots and revolver holster of the regulation "mountie" and in the warm California sunshine the combination is not in it with a bathing suit, for afternoon wear.

Gene Forde will direct his brother-in-law, Tom Mix, in the Western star's next picture for Fox Films. Forde has been elevated to full fledged directorship by Sol M. Wurtzel as the result of his excellent work as a megaphone wielder in George Marshall's comedy department. Mix's next picture will be an adaptation of "Horsemen of the Plains" by Harry Sinclair Drage, George C. Hull wrote the scenario.

Dorothy Devore does another of her famous child impersonations in the comedy she has been making at Educational Studios. In short dresses, ring curls and half-hose, she is seen as a bride who impersonates a young child in order to outwit the crochety father of the groom.

"If I Were Single," announced first as a tentative title for May McAvoy's next starring picture following "Roulette," will stand as the definite name for the feature upon its release. This Warner Bros. production will be started on the coast in about a week with Conrad Nagel appearing with Miss McAvoy.



Norma Shearer as she appears in "After Midnight," for Metro-Goldwyn-Mayer.



"Rose of Golden West" stars Mary Astor and Gilbert Roland for First National.

"Big Boy," Educational's youngest star, who only a short time ago returned to the Educational lot after a serious siege of sickness, is appearing in a war comedy, "She's a Boy," as his initial starring vehicle in his own series of eight comedies.

Two of the most talked of motion picture players in Hollywood—Tom Tyler and Frankie Darro—will unite for F. B. O.'s Western thriller "The Desert Pirate," which goes into production at once.

Frankie Darro, whose work in "Judgment of the Hills," caused a distinct sensation on Broadway, is going back with Tyler for this picture, because F. B. O. executives heeded his plea to play in Westerns between starring productions.

Olive Borden, Fox Films star, has just completed her new picture, "Pajamas," at the West Coast Studios. The cast includes Lawrence Gray, Jerry Miley and John J. Clark. J. G. Blystone directed the production. The picture is said to abound in beautiful exteriors shot by Glen MacWilliams in the Canadian Rockies.

Bull Montana, whose nationality is far from Hibernian, manages with the aid of a little makeup to portray an Irishman in "Bringing Up Father," based on the adventures of Jiggs and Maggie, at the Metro-Goldwyn-Mayer studios.

"In A Moment of Temptation" "The Mojave Kid," yielding to "South Sea Love" and together with "A Legionnaire in Paris" and "The Slingshot Kid" "Shanghaied" "The Ranger of the North" and aroused the indignation of "Jake the Plumber" who promises to be a "Harvester" of dollars for exhibitors.

Lillian Gish wore no less than seven veils in her new Metro-Goldwyn-Mayer vehicle "The Enemy." She did not indulge in the dance of the Seven Veils—but tulle wilts under the electric studio lights, and so this number had to be used to keep their appearance fresh for the wedding scenes in the new Fred Niblo production.

Belle Bennett has been cast for one of the principal roles in the Tiffany production "Wild Geese," a picturization of the famous novel of the same name by Martha Ostenso. Miss Bennett is known for her role in "Stella Dallas" and playing the lead opposite Emil Jannings in "The Way of All Flesh." The rest of the cast will be announced shortly.

As soon as Madge Bellamy has finished her work in the Fox offering, "Very Confidential," she will be cast in a picture called "Atlantic City," which will be produced by Arthur Rossen, who recently joined the Fox directing staff.

Work has begun at Universal City on a new Hoot Gibson Jewel. It is entitled "Western Suffragettes." Georgia Hale is one of the principal supporting players. Others in the cast are Nora Cecil, Dan Crimmins, Rose Gore, Joe Rickson, Howard Truesdale, George Ovey and Heinie Conklin.

Reaves Eason is the director.

Buzz Barton and a company of F. B. O. players, left for Hanson's Lodge in Big Tajunga Canyon, where the young Western star will make his next picture "Wizard of the Saddle," a stirring story of the California gold fields. The picture is to be directed by Frank Howard Clark, assistant supervisor of Western productions. "Wizard of the Saddle" is an adaptation from an original story which was written by Clark.

Filming has started on the Tiffany production "Night Life" according to news received from M. H. Hoffman to the New York office. The cast includes such well-known players as Alice Day, John Harron, Eddie Gribbon, Walter Hiers, Patricia Avery, Earl Metcalfe and Lionel Braham.



Sparkling Phyllis Haver, who was last seen in "The Fighting Eagle," a Pathe-DeMille production.



Scene from "The Patent Leather Kid," Richard Barthelmess' latest feature for First National.



Edward Connelly, appearing as a Russian priest in "Love," an adaptation from Tolstoi's "Anna Karenina." The feature co-stars John Gilbert and Greta Garbo, for Metro-Goldwyn-Mayer.



Lon Chaney as he appears in "Mockery," for Metro-Goldwyn-Mayer.



Scene from the Romance Production, "The Mona Lisa," which is an Educational release done in Technicolor. Hedda Hopper and Craufurd Kent have the leading roles. Arthur Maude directed this production.



Scene from "Annie Laurie," starring Lillian Gish, and supported by Norman Kerry, for M-G-M.

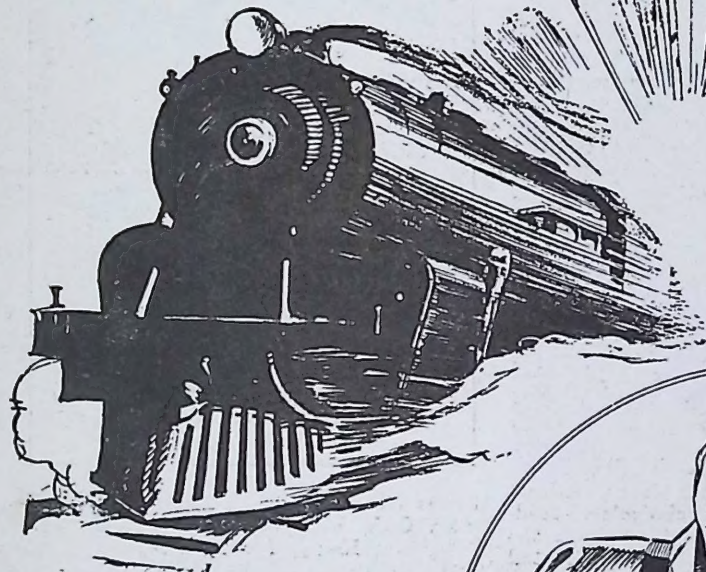
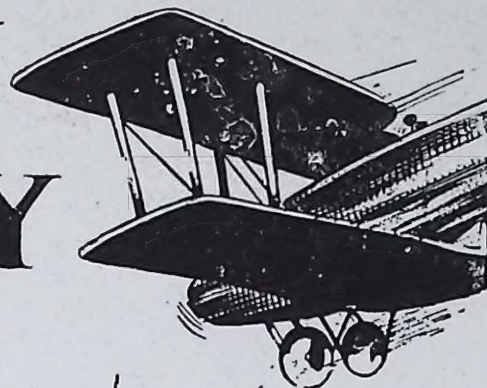


Tom Mix, one of Fox's best bets, appearing in "Circus Ace."



Pathe's Will Rogers' Series are receiving proper display, as shown by the Strand Theatre, N. Y.

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